



Embassy of the United States of America

Tokyo, Japan

May 26, 2022

First Set of Questions and Answers

Request for Quotations No. 19JA80-22-Q-0026

Carrying out American Nuts & Dry Fruits Promotion Services for the
Agricultural Trade Office (ATO)

Question 1:

Back to the basics, should all the submissions be written in English?

Answer 1:

Yes, all the submissions shall be in English. However, only for the technical proposals, we accept supplemental materials in Japanese and English.

Question 2:

Let me clarify my understanding as follows:

- 5 recipes must be made, but not all the recipes are performed as a live show
- if we can show how effective the other format is, rather than a live show.

Answer 2:

- All 5 recipes shall be created and distributed as a LIVE show.
- Pre-recorded LIVE version is also accepted if you can explain its effectiveness.

Question 3:

Eligibility check; would retail that has headquarter outside of the U.S eligible? (ie.Bio C'Bon from France)

Answer 3:

No, vendors shall be either U.S. or Japanese headquartered companies.

Question 4:

Eligibility check; would retail need to have an entire portfolio that is in scope of this plan?

Answer 4:

It is ideal, but not required.

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Question 5:

Will the provided ingredients (American nuts and dry fruits) by ATO mentioned in B-(5), be applied when conducting "C. Arrange tie-ins with partner company" as well?

Answer 5:

Using/selling the American Nuts and dry fruits mentioned in this SOW and/or Sharing the videos is expected. ATO is open to new ideas for promoting American nuts and dry fruits through tie-in s with the partner company.

Question 6:

What is the reference price (purchase price, if possible) for the below ingredients?

Almonds, pistachios, walnuts, pecans, hazelnuts, peanuts, prunes, raisins, and dry blueberries.

Answer 6:

We do not have a reference price list. You may conduct your own survey if you require.

-End of First Set of Questions and Answers-